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Term:

Display: `10` Documents in **Display Format:** `-` **Starting with Number** `1`

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| Search | Clear | Help | Logout | Interrupt |

| Main Menu | Show S Numbers | Edit S Numbers | Preferences | Cases |

Search History

DATE: **Wednesday, February 26, 2003**   Printable Copy   Create Case

Set Name side by side	Query	Hit Count	Set Name result set
DB=USPT,PGPB,JPAB,EPAB,DWPI,TDBD; PLUR=YES; OP=OR			
L10	l1 and (dynamic and static near data or dynamic or static near information)	116	L10
L9	l1 and (dynamic and static near data or information)	313	L9
L8	l1 and dynamic and static near data	3	L8
DB=USPT; PLUR=YES; OP=OR			
L7	4909516.pn.	1	L7
L6	4996705.pn.	1	L6
L5	5119295.pn.	1	L5
L4	5761647.pn.	1	L4
DB=USPT,PGPB,JPAB,EPAB,DWPI,TDBD; PLUR=YES; OP=OR			
L3	l1 and secure same information	49	L3
L2	l1 and set near top near box	12	L2
L1	market adj analysis	364	L1

END OF SEARCH HISTORY

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| Help | Logout | Interrupt |

| Main Menu | Search Form | Posting Counts | Show S Numbers | Edit S Numbers | Preferences | Cases |

Search Results -

Terms	Documents
L36 and set near top near box	9

Database:

> US Patents Full-Text Database
> US Pre-Grant Publication Full-Text Database
> JPO Abstracts Database
> EPO Abstracts Database
> Derwent World Patents Index
> IBM Technical Disclosure Bulletins

Search:

| Refine Search |

| Recall Text | | Clear |

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DATE: Wednesday, February 26, 2003   Printable Copy   Create Case

Set Name	Query	Hit Count	Set Name
side by side			result set
	DB=USPT,PGPB,JPAB,EPAB,DWPI,TDBD; PLUR=YES; OP=OR		
L37	L36 and set near top near box	9	L37
L36	L35 and static and dynamic near data	19	L36
L35	demographic near data	1404	L35
L34	L22 and (secure or security or encrypted)	21	L34
	DB=USPT; PLUR=YES; OP=OR		
L33	5663757.pn.	1	L33
L32	5696906.pn.	1	L32
L31	5724091.pn.	1	L31
L30	5774170.pn.	1	L30
L29	5815671.pn.	1	L29
	DB=USPT,PGPB,JPAB,EPAB,DWPI,TDBD; PLUR=YES; OP=OR		
L28	L22 and (secure or security)	21	L28
	DB=USPT; PLUR=YES; OP=OR		
L27	5696906.pn.	1	L27
L26	5724091.pn.	1	L26

L25	5774170.pn.	1	L25
L24	5815671.pn.	1	L24
L23	6029045.pn.	1	L23

DB=USPT,PGPB,JPAB,EPAB,DWPI,TDBD; PLUR=YES; OP=OR

L22	L21 and set near top near box	35	L22
L21	L20 and demographic near data	320	L21
L20	("inverse demographic matrix algorithm" or "idm algorithm" or correlations)	148044	L20
L19	("inverse demographic matrix algorithm" or "idm algorithm")	1	L19

DB=USPT; PLUR=YES; OP=OR

L18	5640546.pn.	1	L18
L17	5655077.pn.	1	L17
L16	5687236.pn.	1	L16
L15	5689587.pn.	1	L15
L14	5692180.pn.	1	L14
L13	5740549.pn.	1	L13
L12	5745604.pn.	1	L12
L11	5748763.pn.	1	L11
L10	5748783.pn.	1	L10
L9	5748960.pn.	1	L9
L8	5754849.pn.	1	L8
L7	5757914.pn.	1	L7
L6	5758152.pn.	1	L6
L5	5765152.pn.	1	L5
L4	5768426.pn.	1	L4

DB=USPT,PGPB,JPAB,EPAB,DWPI,TDBD; PLUR=YES; OP=OR

L3	L2 and static near data	4	L3
L2	L1 and dynamic near data	22	L2
L1	mathematic$ near algorithm	3030	L1

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L10: Entry 107 of 116   File: USPT   Jul 16, 1996

US-PAT-NO: 5537590
DOCUMENT-IDENTIFIER: US 5537590 A

TITLE: Apparatus for applying analysis rules to data sets in a relational database to generate a database of diagnostic records linked to the data sets

DATE-ISSUED: July 16, 1996

INVENTOR-INFORMATION:
NAME	CITY	STATE	ZIP CODE	COUNTRY
Amado; Armando	Guatemala			GT

APPL-NO: 08/ 102581   [PALM]
DATE FILED: August 5, 1993

INT-CL: [06] G06 F 17/00, G06 F 17/30

US-CL-ISSUED: 395/600; 395/50, 395/51, 395/52, 395/153, 395/157, 364/225, 364/274.2, 364/283.4, 364/286.3, 364/DIG.1
US-CL-CURRENT: 707/2; 706/45

FIELD-OF-SEARCH: 395/600, 395/575, 395/50, 395/51, 395/52, 395/55, 395/911, 395/153, 395/157, 371/15.1, 371/29.1, 371/19, 371/21.1

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

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| Help | Logout | Interrupt |

| Main Menu | Search Form | Posting Counts | Show S Numbers | Edit S Numbers | Preferences | Cases |

Search Results -

Terms	Documents
L6 and set-top near box	57

Database:

```
US Patents Full-Text Database
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Set Name side by side	Query	Hit Count	Set Name result set
DB=USPT,PGPB,JPAB,EPAB,DWPI,TDBD; PLUR=YES; OP=OR			
L7	L6 and set-top near box	57	L7
L6	L3 and (unique near id or unique near identifi$)	1197	L6
L5	L4 and television near market$	4	L5
L4	L3 and sampling	5390	L4
L3	(data near analysis or data near mining)	29147	L3
L2	actuarial near analysis	25	L2
L1	privacy-secure near actuarial near analysis	2	L1

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L36: Entry 19 of 19   File: USPT   Sep 21, 1999

DOCUMENT-IDENTIFIER: US 5956693 A
TITLE: Computer system for merchant communication to customers

Detailed Description Text (15):
Referring to FIGS. 2, 3a and 3b, the marketing database 19 and strategy database 21
of the present invention are relational databases which follow a standard Structured
Query Language (SQL). FIG. 2 illustrates the data structure for supporting the
marketing database 19. Included in the marketing database 19 of a given merchant are
a customer master table 20 and a program master table 22. The customer master table
20 holds a record for each customer of the merchant. In the record of a given
customer, the customer is identified by a unique customer number ("Customer NR").
The record also indicates a current and prior grouping of the customer by a segment
number ("Segment NR"), a prior segment number ("Prior Segment NR") and corresponding
dates ("Date in Segment" and "Date in Last Segment"). The record also reflects the
date of the last communication with the customer and the date the customer was
originally added to the merchant's customer list. Other fields of the record include
(a) contact data (address, phone/fax numbers, E-mail address, etc.), (b) demographic
data (e.g., age, gender, marital status, etc.), and (c) general shopping activity,
(e.g., "last purchase date" and "purchase frequency") among others depending on the
type of business of the merchant.

Detailed Description Text (38):
Preferably, each allocator 43 is a combination of discriminating components which
effectively forms an allocation filter 45. As illustrated in FIG. 4c, allocation
filters 45 are merchant-defined discriminators which can be based on any known
information of a new customer. That is, the allocation filters 45 are formed from
any data such as geographical (state, city, zip), age, gender, educational
background, etc. The allocation filters 45 may also be built from derived data, such
as a demographic cluster index based on postal zip code. The only requirement is
that the information on which the allocation filter 45 is based is either known
(e.g., address data) or can be directly derived from data that are initially known
of a new customer.

Detailed Description Text (45):
Referring back to FIG. 4a, segmentation in the present invention is performed based
on a combination of static data (demographics, psychographics, etc.) and dynamic
data (behavior) as provided by the merchant and stored in the marketing database 19.
Further, initial (or entry) segmentation is achieved through the allocation routine
40 (allocators 43), but subsequent segmentation (or resegmentation) is performed on
an ongoing basis by a dynamic behavioral segmentation routine 31 (FIG. 4a). The
strength of the invention segmentation process/routine 31 is in its dynamic nature.
That is, when a customer's behavior develops or changes, he or she is automatically
resegmented by segmentation routine 31 based on the predefined criteria called
"triggers" 49.

Detailed Description Text (55):
Program filters 57 are similar to allocation filters 45 (FIG. 4c) and may be formed
of the same components 47. That is, they may be built from any data such as
geographical, age, gender, educational background, derived data such as demographic
cluster index based on zip code, etc., as known or directly derived by the merchant
based on knowledge about the customer. Program filters 57, however, are used to
extract subsets of customer groupings from segments 39 when desired. Because most
segments 39 will harbor more information about a customer than what was known at the
initial contact, program filter 57 components cover a broader range than allocation
filter components 47. For example, proven information about seasonal purchase
behavior or product preferences (which are developed based on actual behavior) may
be built into a program filter 57 but not into an allocation filter 45 since it is
not known at the time the merchant creates the allocation filter 45.

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L22: Entry 30 of 35   File: USPT   Oct 8, 2002

DOCUMENT-IDENTIFIER: US 6463585 B1
TITLE: Targeted advertisement using television delivery systems

Brief Summary Text (38):
In the above embodiments, program signals are relayed to and information is
extracted from the television terminals. The television terminals may be digital set
top boxes that connect between a cable television delivery system and a television.
Alternately, the television terminals may be components of digital television
satellite receivers. Finally, the television terminals may be incorporated into the
circuitry of the television, thereby eliminating the need for a separate control
device attached to the television.

Drawing Description Text (38):
FIG. 29 is the subroutine flow chart for processing programs watched matrices
through correlation algorithms.

Detailed Description Text (15):
The packaging of the digital signals is typically performed at the operations center
202 by computer assisted packaging equipment (CAP). The CAP system normally includes
at least one computer monitor, keyboard, mouse, and standard video editing
equipment. A programmer packages the signals by entering certain information into
the CAP. This information includes the date, time slot, and program category of the
various programs. The programmer and the CAP utilize demographic data and ratings in
performing the packaging tasks. Extracts of customer purchases will be provided to
the Operations Center 202. These extracts of information will be formatted and
correlated with customer demographics for marketing purposes by the Marketing
Information Interface (MII) 702. The MII 702 is shown in FIG. 2a. The Marketing
Information Interface (MII) 702 subroutine interfaces the processing and editing
subroutines with marketing data. This interface regularly receives programs watched
information from billing sites 720, cable headends 208, or set top terminals 220. In
addition, other marketing information 722 such as the demographics of viewers during
certain time periods may be received by the MII 702. The MII 702 also uses
algorithms 724 to analyze the program watched information and marketing data 720,
722, and provides the analyzed information to the processing and editing
subroutines.

Detailed Description Text (127):
The spot placement engine 307 determines which specific advertisements are to be
placed in each available open pod of the program break. The spot placement engine
307 first receives the list of available advertisements/promotional material from
the advertisement/promotion module 287. In cooperation with the break management
engine 305, the spot placement engine 307 then determines which of the available
advertisements/promotions should air in each pod during the broadcast of a program.
This may include assigning the advertisement/promotion to the program channel to
serve as the default targeted advertisement in case a feeder channel is not
available to provide alternate targeted advertising, or in case a set top terminal
220 is unable to switch to the feeder channel. For example, if the preferred
category of targeted advertisement for the program "All My Children" is ADI, the
spot placement engine 307 will select one or more targeted advertisements from the
list of available advertisements/promotions to air during program breaks in the
broadcast. If the demographic or other data assembled by the configuration set-up
system 293 indicates that more than one targeted advertisement should be played,
depending on the ADI, then the spot placement engine 307 will select the appropriate
number of targeted advertisements from the available advertisement/promotional
module 287 and will assign each targeted advertisement to a specific feeder channel
and the program channel. The operation of the spot placement engine 307 to assign
the targeted advertisements will be described later in more detail.

Detailed Description Text (129):
The group assignment engine 309 provides an output to the switching plan generator

291. The output indicates which group assignment numbers .e., which groups of set top terminals 220) are assigned to each of the program channel and the feeder channels for each program break in each program. The switching plan generator 291 then generates the bit word, or group mask assignment that is used to assign the groups to the program channels and the feeder channels. Once generated, the switching plan is distributed to control points that are then responsible for final delivery to the set top terminals 220. The control points can include the local cable headends 208. Alternately, the switching plans can be distributed directly to the set top boxes 220 from the operations center 202. For example, the operations center 202 can distribute the switching plans by satellite to a satellite receiver that is co-located with the set top terminal 220. The switching plan can also be distributed to the set top terminals 220 over the telecommunications network 100 and the Internet 101.

Detailed Description Text (204):
Last, and important, marketing and customer information should be maintained. In order to effectively manage the operations, information is constantly needed on market conditions. Information is needed on the existence of markets for certain programs. The following type of information must be maintained in a Marketing and Customer Information data base: demographic profile of viewers, viewer buy information; correlation of demographic information with buy information, information rapid restructuring of program mix in response to data analysis. As a subscriber uses the system, this viewer information or viewer log data can be stored and maintained in relational database. The Marketing Information Interface 402 gathers the marketing information and indexes the information for inclusion in the Marketing and Customer Information database. An example of the type of information that is needed in this data base is a viewer profile.

Detailed Description Text (206):
The compilation of viewer demographic information has an impact on decisions based on marketing. The names of the heads of household are not used due to Privacy Act considerations. Completion of demographic data can be accomplished referencing the cable site assigned ID or the system generated ID. There are numerous variations to the field definitions listed above such as different age groupings.

Detailed Description Text (305):
The set top terminal 220 integrates either the program control signal or the set top terminal control information stream together with data stored in the memory of the set top terminal 220, to generate on-screen menu displays for assisting the subscriber in choosing programs for viewing. (Throughout the description the term "program control information" is being used to indicate control information coming from the cable headend 208 to the set top terminal 220, whether it is sent directly from the operations center 202, processed by the network controller 214 and then forwarded to the set top box (STTCIS), or transmitted over telephone lines.)

Detailed Description Text (342):
As an alternative to gathering demographic data, a simulated profile can be generated using an algorithm similar to that described below that analyzes access history and viewing habits. Using test information generated from a statistically significant number of viewers, the simulated profile algorithm estimates the viewer's age, education, sex and other relevant information. The analysis requires reviewing the viewer's programs watched and statistically comparing the viewer's programs watched with the test group. Also, the algorithm can place the subscriber or viewer in a viewer category. This analysis is transparent from the subscriber's point of view and attempts to accurately profile the viewer. Various viewers or viewer categories can later be targeted with different advertisements.

Detailed Description Text (365):
The third subroutine, block 426, processes all matrices through a set of correlation algorithms. In particular, this subroutine 426 takes matrices developed in the first two subroutines and processes the matrices until reaching a final matrix.

Detailed Description Text (367):
Once the programs watched information has been gathered from the databases, the routine 426 selects and groups, function block 430, programs watched based on program categories and time slots. The software initially takes each program category (e.g., sports, news, movies, etc.) and establishes the number of programs watched for a given time slot. The time slots may be set to any length of time, including, for example, one, two, three or four hour time frames. The software will loop through such a counting process for each group and timeslot and then proceed to build a programs watched matrix, block 432, based on the program categories and time slots. Essentially, all programs watched in a particular category and time slot will be entered into the programs watched matrix. Once the matrix has been built, the

subroutine 426 will pro⬤s the matrix for a given subsc⬤r or node of subscribers through the correlation algorithms.

Detailed Description Text (368):
A number of correlation algorithms may be used to weight each selected program category group. For example, as shown at block 434, a sum of squares algorithm may be used to determine the weighting. Once the groups have been weighted, the weighted groups will be correlated, as at block 436, with various advertisements stored in the network control databases. The software can then select a set of the most heavily weighted advertisements for transmission to individual subscribers or sets of subscribers in a cable distribution network node. Having determined the weightings of each group and prioritizing the groups accordingly, the subroutine returns 438 to the advertisement targeting sequence 374 of FIG. 28.

Detailed Description Text (369):
Referring back to FIG. 28, the fourth subroutine, as represented at function block 428, uses the final matrix developed by the correlation and weighing algorithm described above, to select a grouping (or selective filter) for each set top terminal 220. The final groupings of advertisement that may be sent to the set top terminals 220 or group of set top terminals 220 may use a subroutine as diagramed in FIG. 30.

Detailed Description Text (371):
Once the advertisements have been weighted, the software executes its correlation algorithm, 450, using selected criteria (i.e., the various factors used to weight the advertisements) as well as the output of each programs watched matrix. Any number of correlation algorithms and weighting algorithms may be used with the software, including the sum of squares weighting algorithm described above.

Detailed Description Text (372):
The results from the correlation algorithm subsequently determine the advertisements and programming material that is sent to the signal processor 209 for distribution over the cable network, as represented at block 452. Once the subroutine 428 completes these steps, the network controller CPU 224 updates the account and billing database based on the ads that are sent to the signal processor 209 for subscriber viewing, as shown at block 454. These billing database updates allow the advertisers to track the costs and frequency of the advertisements targeted to specific set top terminals 220 or nodes of set top terminals 220. Following the updates, the subroutine returns to the advertisement targeting sequence shown in FIG. 28, block 456.

Detailed Description Text (386):
The Additional Bandwidth method allows the network controller 214 to run through a set top terminal's specific correlation algorithms and target specific commercials from hundreds for each set top terminal 220. This method allows for the greatest customizing of targeting and allows for a greater selection of commercials to be shown. Only after a commercial advertisement is selected by the network controller 214 for the specific set top terminal 220 does transmission of the commercial occur.

CLAIMS:

3. The method of claim 1, wherein the group assignments are determined based on at least one of Area of Dominant Influence (ADI), zip code+4, demographic data and programs watched data, the group assignments being updated to reflect changes in the ADI, zip code+4, demographic data and programs watched data.

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End of Result Set

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L3: Entry 4 of 4   File: USPT   Aug 17, 1993

DOCUMENT-IDENTIFIER: US 5237681 A
TITLE: Relational data base memory utilization analyzer

Brief Summary Text (5):
Computer data bases can be classified into three main categories: Hierarchical,
Network, and Relational. This invention concerns itself with methods and apparatus
for analyzing relational data bases which store data in independent tables based on
various mathematical algorithms.

Detailed Description Text (14):
Dynamic data may be thought of as information which is needed temporarily to process
calls. Dynamic data is used and then discarded whereas static data remains stored in
the data base. Static data generally consists of long term information such as
customer phone numbers, the aforementioned features and services associated with a
particular phone number, etc.

Detailed Description Text (15):
Static data in the relational data bases included in the 5ESS switch is the "work
piece" for the invention, i.e., the specific memory component of the 5ESS memory
structure being analyzed (to determine data population) in the exemplary context in
which the invention may be used. The relational data base (in particular the input
static portion of a 5ESS data base) may also be thought of as the physical item
being transformed (by the illustrative embodiment of the invention) into data
population information.

Detailed Description Text (20):
The next area within the data base structure depicted in FIG. 2 is "unprotected"
area 203. The term unprotected indicates that the data is dynamic (changeable), and
is usually associated with some phase of the call process. There are no copies made
or maintained of dynamic data outside the switch module, hence the name unprotected
area. An internal switch module corruption in this area is not usually repairable.

Detailed Description Text (21):
Following the unprotected area, FIG. 2 depicts "protected" areas 204 and 205. The
term protected is used because these areas are backed up on administration module
101. The protected areas contain static data and include non-redundant office
dependent data (NRODD), in block 204, and redundant office dependent data (RODD), in
block 205. These areas are also shown in each SM depicted in FIG. 1.

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End of Result Set

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L7: Entry 57 of 57   File: USPT   May 23, 2000

DOCUMENT-IDENTIFIER: US 6067107 A
TITLE: Response capacity management in interactive broadcast systems by periodic
reconfiguration of response priorities

Abstract Text (1):
A system and method allow for the periodic re-configuring of broadcast receivers to
control their storage of responses to interactive applications during a polling
period. A broadcast server maintains a database of interactive applications each
preferably associated with a program that will be broadcast. When the program is
broadcast, an interactive application is inserted into the broadcast feed and
delivered to a broadcast receiver such as a television set-top box. The broadcast
receiver includes a processor, memory, and other hardware necessary to execute the
interactive application. When executed, the interactive application generates a
response which is transmitted to a local data center at, for example, the cable
head-end. Generated responses have specific types. To manage the number and capacity
of the system to receive responses, priority values are assigned to responses of
different types. The priority values are based on the value of the responses to the
provider of the interactive application, and established with respect to total
response capacity, and an estimated response volume during a polling period. These
priority values are assigned or updated preferably once each polling period, and
transmitted to and stored in the broadcast receivers. Each broadcast receiver uses
the priority value assignments to determine if it will execute and store responses
for a currently received interactive application, or reserve memory capacity for
higher priority responses.

Drawing Description Text (5):
FIG. 4 is an illustration of the data analysis of a response schedule for a polling
period.

Detailed Description Text (6):
There may be a plurality of broadcast servers 110, with each broadcast server 110
serving a particular geographic area, set of broadcasters, or set of subscribers. In
one embodiment, each broadcast server 110 is identified by a unique server
identification code.

Detailed Description Text (16):
Regardless of transmission method and insertion time, the broadcast data 117,
including the interactive application, is received by a subscriber's BR 120.
Although only a single BR 120 is illustrated in FIG. 1, it is understood that in a
typical embodiment there are hundreds or thousands of BRs 120 receiving the
broadcast data 117 and responding as described herein. In particular, each broadcast
receiver 120 may individually set and establish reminders for broadcast and
non-broadcast events as desired by their respective users. In a typical embodiment,
the BR 120 is a television set-top box receiving the data 117 via a coaxial cable.
Additionally, the BR 120 may be integrated into the television. Moreover, other
broadcast receivers, including a NTSC broadcast receiver, a high-definition
television digital receiver, a video cassette recorder, or a FM radio receiver can
also be used.

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L7: Entry 53 of 57   File: USPT   Jul 17, 2001

DOCUMENT-IDENTIFIER: US 6263313 B1
TITLE: Method and apparatus to create encoded digital content

Brief Summary Text (15):
Yet, still another reason digital content providers have been slow to adopt
electronic distribution for their content is lack of standards for creating digital
players on end-user devices for electronically delivered content. Content providers,
electronic stores, or others in the electronic distribution chain may want to offer
customized players on a variety of devices such as PCS, set-top boxes, hand-held
devices and more. A set of tools that can handle the decryption of the digital
content in a tamper resistant environment, that is, an environment to deter the
unauthorized access to the content during playing by a third party is needed.
Moreover, a set of tools is needed to enable an end user to manage of a local
library of digital content without allowing the end user to have access to the
content for uses other than what was purchased.

Detailed Description Text (145):
The Clearinghouse(s) 105 keeps a record of all transactions and can report them to
responsible parties, such as Electronic Digital Content Store(s) 103 and Content
Provider(s) 101, on an immediate, periodic, or restricted basis. This reporting is a
means by which Content Provider(s) 101 can be informed of the sale of Content 113
and the Electronic Digital Content Store(s) 103 can obtain an audit trail of
electronic delivery to their customers. The Clearinghouse(s) 105 can also notify the
Content Provider(s) 101 and/or Electronic Digital Content Store(s) 103 if it detects
that information in a SC has been compromised or does not comply with the Content's
Usage Conditions. The transaction recording and repository capabilities of the
Clearinghouse(s) 105 database is structured for data mining and report generation.

Detailed Description Text (217):
101. Its filename is input into the Work Flow Manager 154 Tool along with the
Content Provider(s)' 101 unique identifier for the Content 113.

Detailed Description Text (218):
122 Metadata is captured from the Content Provider(s)' Database 160 by the Content
Information Processing Subsystem using the Content Provider(s)' 101 unique
identifier for the Content 113 and information provided by the Database Mapping
Template.

Detailed Description Text (335):
Content ID--A part that defines a unique ID assigned to a Content 113 item. There is
more than one Content ID included in this part if the Metadata SC(s) 620 references
more than one Content 113 item.

Detailed Description Text (343):
SC ID--A unique ID assigned to the SC(s) by the entity that created the SC(s).

Detailed Description Text (492):
The Clearinghouse(s) 105 maintains a Audit Logs 150 of information for each
operation that is performed during Content 113 purchase transactions and report
request transactions. The information can be used for a variety of purposes such as
audits of the Secure Digital Content Electronic Distribution System 100, generation
of reports, and data mining.